

# Lubina Bogoeva

## USER EXPERIENCE LEADER

Inspiring teams to craft human-centered products that deliver results.

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**Portfolio: Lubina.com**

## EXPERIENCE

### Chubb Insurance, AVP of UX Design

JERSEY CITY | SEPTEMBER 2022 - PRESENT

Leading a diverse team of designers to deliver modern world-class digital products for the #1 business insurer in the US. Setting the UX strategy and roadmap based on the Design Thinking process. Guiding cross-functional teams to translate business objectives into user-friendly applications where aesthetics and functionality work together. Facilitating design studio sessions. Driving research for deeper understanding of the users' needs and evaluating performance and the opportunities for optimization. Devised a training course for junior designers. Organized cross-department team events.

- Elevated the company's UX maturity.
- Consistently meeting the OKRs despite tight resources.

### Fiserv, UX Lead

BERKELEY HEIGHTS, NJ | JANUARY 2021 - AUGUST 2022

Led the UX design of enterprise fintech applications using the design thinking methodology. Partnered with product management and researchers to understand the users' needs. Created personas, user flows, wireframes, mockups and clickable prototypes using Figma and Sketch. Ensured ADA standards and security compliance are met. Guided the developers to implement the UI designs. Collaborated with cross-functional, dispersed teams in Agile environment. Facilitated design workshops, educating stakeholders on usability and accessibility best practices. Mentored interns and junior designers. Taught a company sponsored UX Bootcamp. Received an innovation award for proposing a VR financial app.

### Bank of America, Sr UX Designer

PENNINGTON, NJ | JANUARY 2019 - DECEMBER 2020

Led the UX design of enterprise level fintech applications. Took a data science platform from a pilot to company-wide adoption using the design thinking methodology. Assessed the business requirements and advocated for the user. Conducted usability testing and interviews. Created site maps, user flows, wireframes, mockups and clickable prototypes using Axure, Sketch, and Adobe CC. Ensured ADA and security compliance. Guided the developers to implement the UI designs. Created and contributed to the department design system and style guide. Collaborated with cross-functional, dispersed teams in Agile environment. Facilitated design workshops, educated stakeholders on usability best practices, and mentored junior associates.

## EDUCATION

### MIT

Human-Computer Interaction  
Design Certificate  
BOSTON, MS | FEB 2021

### IDEO

Human-Centered Design  
Certificate  
NEW YORK, NY | SEP 2019

### NN/G

UX Design Certificate  
SAN FRANCISCO, CA | JUN 2017

### UC Irvine

Marketing Certificate  
IRVINE, CA | MAY 2016

### CSUSM

BA - Visual Art & Technology  
SAN MARCOS, CA | MAY 2006

## LEADERSHIP

### UXPA-NJ

Co-chair & board member  
Princeton, NJ  
OCT 2019 - PRESENT

### Rutgers

Adviser for the MBS  
Externship program  
NEW BRUNSWICK, NJ |  
SEP 2021 - SEP 2022

### UXPA International

Panel discussions

Poster at the conference in  
Austin, TX

Corporate training

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## The Points Group, Sr UX Designer

FLORHAM HEIGHTS, NJ | JULY 2018 - JANUARY 2019

Led the successful UX design for a medical claims application that evolved into a scalable out-of-the-box solution that greatly increased revenue. Established the style through layout, typography, iconography, and color scheme to ensure seamless omni-channel experience consistent with the brand identity and accessibility requirements. Conducted user research and usability testing. Created site maps, wireframes, mockups and functional prototypes. Prepared timeline and budget estimates.

## Lubina Design, Freelance

CALIFORNIA & NEW JERSEY | FEB 2011 - JULY 2018

Led the design of client websites and digital marketing campaigns from concept to execution. Provided creative direction to ensure synergy between usability and brand image. Delivered results for a wide range of clients such as a Swiss watches store, a biotech startup, and a rock band. Presented design seminars to business groups.

## Thermo Fisher, Sr Web/UX Designer

SOUTH SAN FRANCISCO, CA | JANUARY 2012 - JUNE 2017

Designed responsive web design projects for a leading biotech company. Drove growth and profitability through user-centered design strategy. Ensured consistent brand identity and usability across digital channels, and compliance with ADA and FDA regulations. Evaluated the user experience through qualitative and quantitative tests. Guided cross-functional dispersed teams through design-thinking based process resulting in cost-savings through more efficient workflow.

## Nasoft USA, Sr Web Designer

SAN MARCOS, CA | JULY 2009 - FEB 2011

Designed fintech web applications used by Rels Valuation and Wells Fargo Bank based on user-centered design principles. Improved the UI leading to increased customer satisfaction, error reduction and call center savings. Presented design best practices to teammates resulting in a more efficient project workflow.

## Da Capo Design Co, Sr Web Designer

CARLSBAD, CA | NOV 2008 - JUNE 2009

Designed client websites from concept to deployment, building web pages using HTML/CSS and JavaScript. Led client meetings and presentations. Wrote functional specs and style guides. Trained co-workers on usability best practices and streamlining the web design workflow, thus increasing the studio's productivity. Projects include: H&R Block, Christie's Place.

## Action Web Development, Web Designer

SAN MARCOS, CA | AUG 2005 - NOV 2008

Designed client websites, digital marketing campaigns, logos and banners. Prepared timeline and budget estimates. Coordinated freelancers and project workflows. Projects include: United Way, YMCA, Abgent Biotech, Jack In The Box, Harte-Hanks Marketing, Palomar College.

Presentations and exercises to corporate teams on UX topics

### Team building

Team structure strategy  
Organize team events with up to 150 people

### Career guidance

From hiring and onboarding through performance reviews, mentorship and training

## SKILLS

### Visual design

Prototyping, design systems, Figma

### Research

UserZoom

### UX Strategy

Roadmaps, Demonstrate business impact of design, Define OKRs and UX Metrics, Facilitate cross-functional collaboration, Product launch strategy, Product Portfolio Strategy, Representing design in leadership circles